

Amendment to the Claims

Claims 1-38 (canceled previously in the preliminary amendment)

Claim 39 (canceled herein)

40. (new) A method for refining the calculation of the relevance of a resource on an Internet, based on a query for relevant resources, through the use of user ratings, comprising the steps of:

- (a) executing a particular query from a user;
- (b) providing said user with a result, including at least said resource, from said query;
- (c) thereafter, providing said user with a questionnaire including at least one script having at least one form requesting active user feedback input from said user in the form of a rating for said resource;
- (d) receiving a response from said user to said questionnaire in the form of a rating of said resource;
- (e) subsequently, calculating the relevancy of said resource based on said rating;
- (f) repeating steps (a) to (e) for additional users and incorporating the ratings of said additional users into calculations of relevancy of said resource;

whereby, traditional calculation methods of relevancy are refined and more accurate.

41. (new) The method of claim 40, further comprising the steps of:

creating multiple profiles for each of said users and incorporating said multiple profiles into said calculation of relevancy of said resource.

42. (new) The method of claim 40, wherein

the step of calculating the relevancy of said resource further comprises the steps of:

providing an internet search engine to each of said users, with said search engine

performing said calculation of relevancy, said calculating based on traditional methods;

formulating, through the use of said search engine calculated relevancy, a query result list of proposed resources to visit in response to the particular query;

the step of rating the relevancy of a resource further comprises supplying said query result list to the said users;

prompting each of said users to visit resources on said query result list and rate the respective resources visited in response to the particular query;

the step of collecting said ratings further comprises

gathering a set of evaluations from each of said users who have rated said visited resources; and

the step of incorporating said collected ratings further comprises

modifying said calculation of said search engine relevancy for said visited resources particular query based on said set of evaluations.

43. (new) The method of claim 42, further comprising the step of:

providing each of said users, a means for creating multiple profiles including demographic and psycho graphic data;

creating, by each of said users, said multiple profiles;

providing, to each of said users, a means of selecting one profile from said multiple profiles; and,

selecting, by each of said users, said one profile prior to submitting a query.

44. (new) The method of claim 43, said one profile comprises data for related searches made by respective users.

45. (new) The method of claim 43, said one profile comprises data for business related searches.

46. (new) The method of claim 43, further comprising the step of:
combining said set of evaluations from users with said selected profiles of said users so that the relevancy rating system is further refined.

47. The method of claim 43, further comprising the step of modifying said multiple profiles for the purpose of updating information in said profiles.

48. (new) The method of claim 47, said modifying step further comprises deleting said multiple profiles for the purpose of removing a selected user.

49. (new) The method of claim 43, further comprising the step of modifying said one profile for the purpose of updating information in said profile.

50. (new) The method of claim 49, said modifying step further comprises deleting said one profile for the purpose of removing one multiple profiles created by one of said users.

51. (new) The method of claim 47, further comprising the step of recalculating, by said search engine, the relevancy of the resource in response to said modifying said multiple profiles.

52. (new) The method of claim 48, further comprising the step of calculating, by said search engine, a new relevancy of the resource in response to said deleting said multiple profiles.

53. The method of claim 49, further comprising the step of recalculating, by said search engine, the relevancy of said resource in response to said modifying said one profile.

54. (new) The method of claim 48, further comprising the step of calculating, by said search engine, a new relevancy of said resource in response to said deleting said one profile.

55. (new) The method of claim 42, further comprising the step of implementing anti-spamming measures to prevent rogue said feedback from adversely affecting said search engine relevancy rating system.

56. (new) The method of claim 42, said step of gathering a set of evaluations from each of the multiple users who have rated said visited resources further comprises providing a web browser modified to accept user evaluations; and transmitting gathered evaluations to said search engine.

57. (new) The method of claim 42, said step of gathering a set of evaluations from each of the multiple users who have rated said visited resources further comprises
providing a first web form on the search engine home page;
providing a second web form on the search engine results page; and
transmitting to said search engine, via said first web form and via said second web form, said gathered evaluations.